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| EN 3 logos combined.jpg | **GO TRADE  ACCREDITATION (UK ONLY)** |

**Application Form**

Thank you for your interest in Go Trade accreditation!

To become Go Trade accredited, you must complete an application statement.

We want to assess your commitment to the ten standards of Go Trade. We appreciate that you may not have all the standards in place prior to making your application.

Send your submission via email to: [**contact@gotrade-markets.eu**](mailto:contact@gotrade-markets.eu). For assistance, refer to the guidance document that has been supplied to you with this application form.

**The market**

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| Market name: |  |
| Market address: |  |
| Website: |  |
| Social media: |  |

**The market operator (e.g. local authority, company, CIC)**

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| --- | --- |
| Market operator name: |  |
| Market operator address: |  |
| Contact name: |  |
| Contact phone number: |  |
| Contact email: |  |

**The Ten Standards of Go Trade**

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| **1 Well Managed**  The market operator has management systems and processes in place. The market operator and the market traders comply with appropriate local, national and EU laws and regulations. A culture of cooperation is nurtured. |
| **2 Environment**  The market operator and the market traders provide a safe, clean space for all market users. The impact of the market on the local and regional environment is recognised. Efforts are made by all market users to reduce negative effects. |
| **3 Fairness**  The market and traders are committed to respect each other and to be fair in all matters. This approach is reflected in how the market is managed and influences how the market operator and market traders work together. |
| **4 Community**  The market celebrates the traditions and diversity of the local community. The market operator understands the needs of the local community and builds effective partnerships with stakeholders in the high street and town centre. |
| **5 Inclusion**  The market is an inclusive space that welcomes everyone. A regular and diverse events programme delivers specialist or themed markets to compliment the offer of the traditional retail market. |
| **6 Entrepreneurial**  The market operator promotes a culture of enterprise, embraces innovation and creativity, challenges people resistant to change, and proactively supports market traders to launch, grow, and enhance their businesses. |
| **7 Confidence**  Customers are confident in shopping on the market as market traders deliver an excellent service and go above and beyond statutory requirements. Market traders have confidence in the market manager and feel valued by the operator. |
| **8 Promoted**  The market operator and the market traders work together to promote the market. Communications are honest and transparent and speak clearly to customers about the market offer and gives them a reason to visit and keep coming back. |
| **9 Reputation**  The market operator works to build a positive reputation and public image of the market. As well as the local community, efforts are made to encourage visitors and tourists from outside the catchment area. |
| **10 Champion**  The market operator and the market traders champion the market and advocate for Go Trade. The market demonstrates the values and standards of Go Trade, raises awareness of the brand, and takes advantage of being part of the Go Trade network. |

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| **Application Statement**  Please keep your application statement to two pages of A4.  *[Start typing here]* |

**Send your submission via email to:** [**contact@gotrade-markets.eu**](mailto:contact@gotrade-markets.eu)**. You will receive a response with ten working days.**

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**What are Go Trade values?**

Go Trade values apply to all markets in the Go Trade network using the Go Trade brand. They are the fundamental beliefs upon which our business and its behaviours are based.

By adopting demonstrating these values, participating markets agree to make full use of all Go Trade tools, which include:

* Branding
* Training
* Digital Platforms
* Tourism Packages

The five main values are **TRUST**, **COMMUNITY**, **VARIETY**, **ENVIRONMENT** and **EXPERIENCE**:

* TRUST: Go Trade markets will inspire TRUST among consumers by embracing honest and transparent business practices. They will provide excellent and expert service that enhances the reputation of the market.
* COMMUNITY: Go Trade markets will reflect and respect the history, traditions and diversity of the local community that it serves.
* VARIETY: Go Trade markets will offer a wide variety of local goods and fresh produce that represent quality and value.
* ENVIRONMENT: Go Trade markets will operate in a responsible manner that promotes a safe, clean and sustainable environment.
* EXPERIENCE: Go Trade markets will engage with their customers in a friendly and welcoming manner to create a fun and entertaining atmosphere to enhance the experience of the visit to the market.